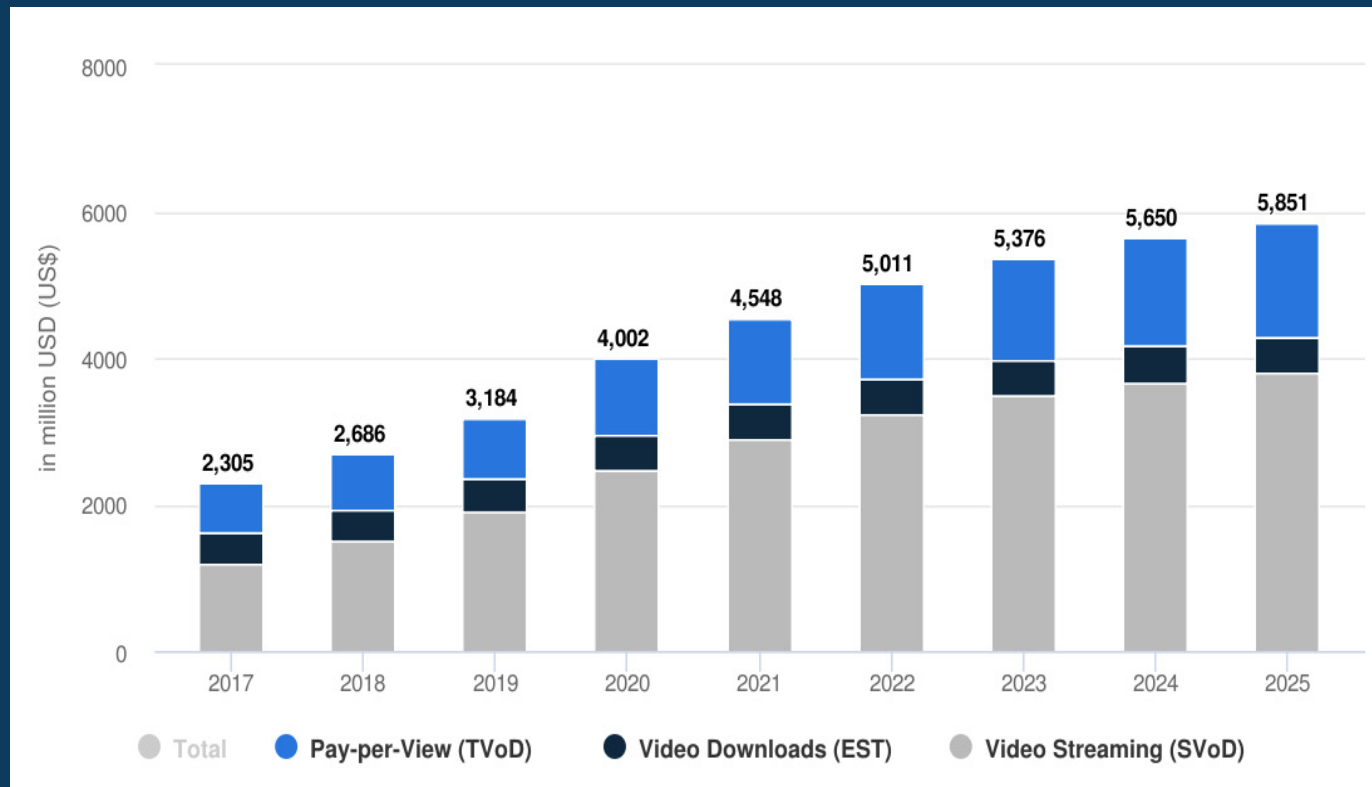
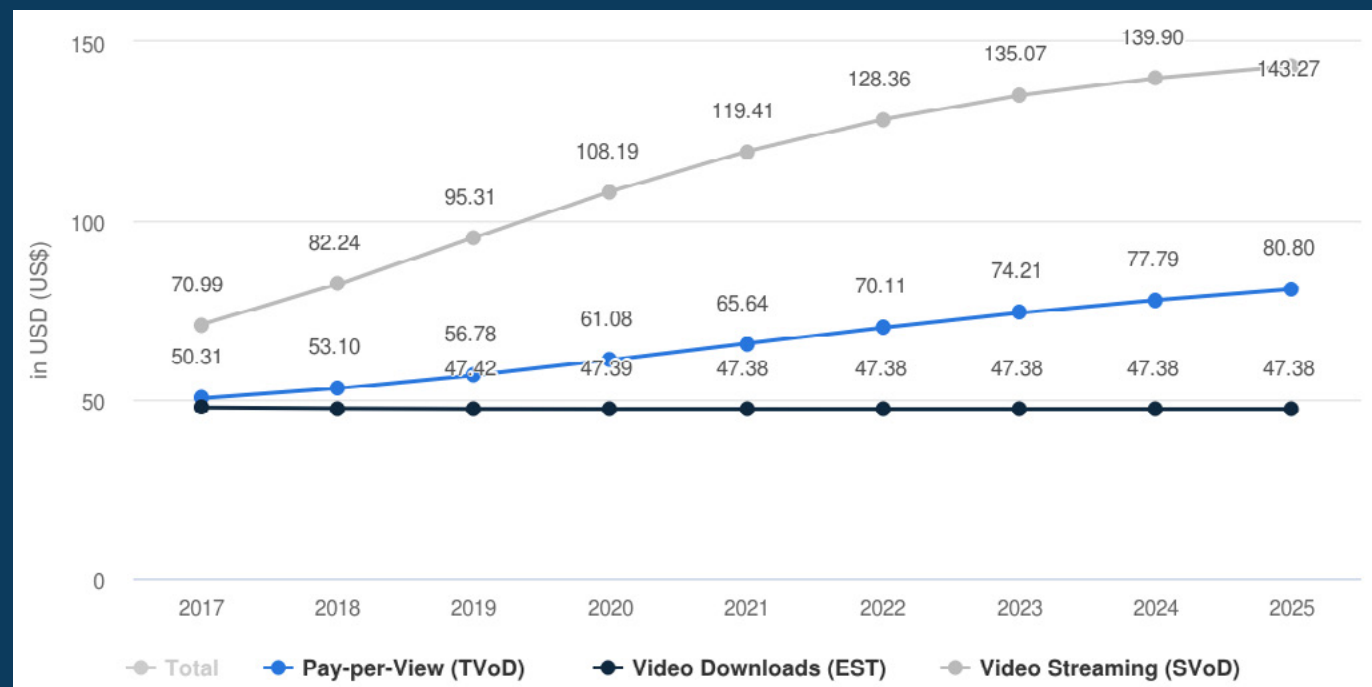


# VIDEO-ON-DEMAND INDUSTRY SNAPSHOT: UK

## Video-On-Demand By Revenue



## Video-On-Demand ARPU by category



## They Trust us



**6.50%**

Growth Rate (2021-2025)

**US\$5.85B**

by 2025

**US\$2.89B**

from Video Streaming (SVoD), largest segment in 2021

**55.0%**

User penetration in 2021

**US\$121.22**

ARPU

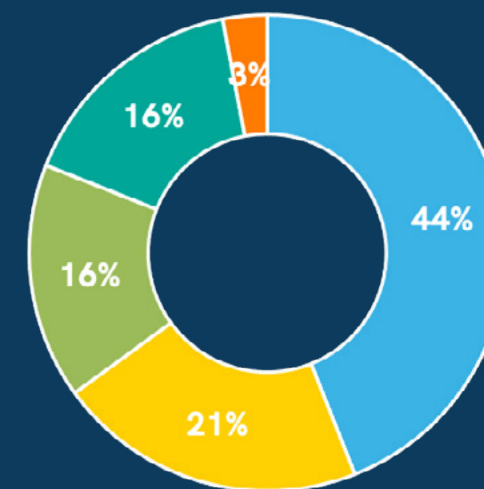
## Payment Ecosystem at a Glance

**US\$27B**

DIGITAL PAYMENTS TXN VALUE IN 2021

**12.88%**

ANNUAL GROWTH 2021-2025



**66M**  
POPULATION

**96%**  
BANKED  
POPULATION

**65%**  
CREDIT CARD  
POPULATION

**95%**  
INTERNET  
PENETRATION

**85%**  
SMARTPHONE  
PENETRATION